



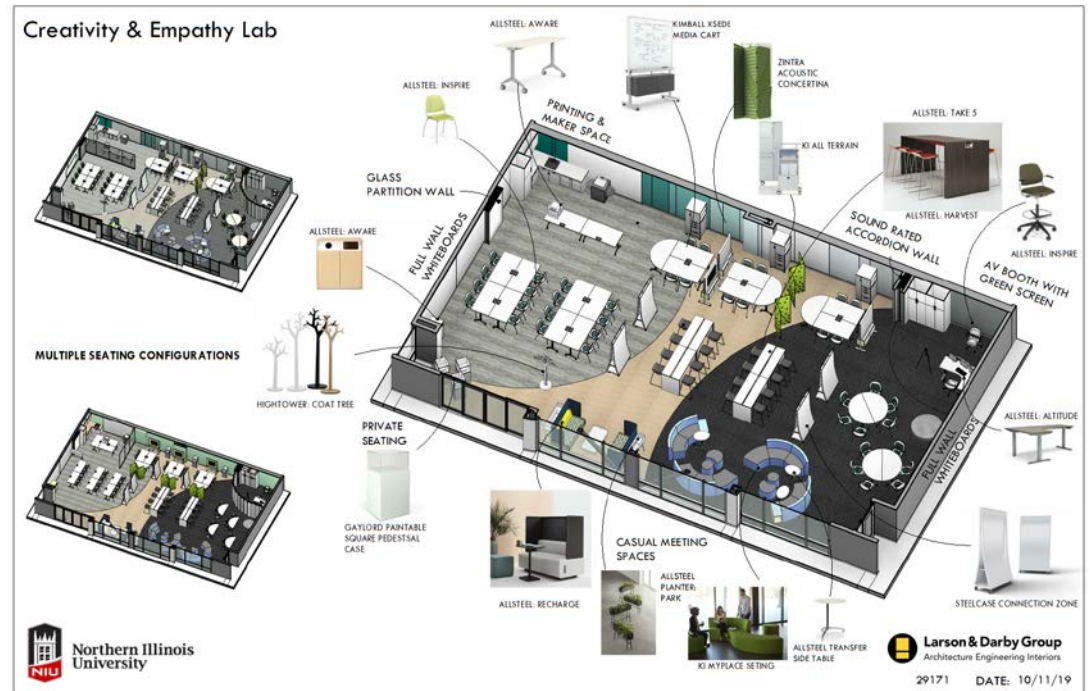
NIU Creativity & Empathy Lab



NORTHERN ILLINOIS UNIVERSITY
College of Business

Strategic Objectives

- Engage NIU students, faculty, alumni and the community in design thinking, creativity, and empathy
- Provide an innovative physical space for creative collaboration



Impact

- Propel cross-campus and creative conversations
- Develop an entrepreneurial mindset in students, faculty, and staff
- Develop partnerships with other innovation centers across campus to leverage the talents of the larger community and NIU students, faculty, and staff for a more powerful network of entrepreneurship and innovation



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Pilot Programs

- Creative Business Idea Pitch Development Workshops
- Equity & Inclusion Workshop
- Dialogue Circle on Social Issues
- “Unlock your Creativity at Work” - Jobs Plus
- Discussion with corporate partners on design thinking training workshops



Measures of Success

- Students engaged in design thinking and creative process
- Majors involved in programming
- New ideas prototyped and testing

<https://youtu.be/jy1s0oLSQfc>



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